LEO BURNETT U.S.A.
AD# FSI113-B3 REQ# M22536 "LOWEST" PAGE 4/C (8 X 10-13/16) FSI, 1991
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WHICH LOWEST IS LOWE$T?

NEW CAMBRIDGE... 1 mg.

THE LOW-PRICED ALTERNATIVE.

BUY 1 GET 1 FREE

Good for a free pack of any style Cambridge when you buy one.

Please fill in the following information.

Mr. ☐ Ms. ☐ Mrs. ☐

First M.I. Last

Address Apt. #

City

State ZIP

Phone ( )

Date of Birth / / ☐ Male ☐ Female

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also seeking (if I receive) free samples of cigarettes and incentive items in the mail. Subject to applicable state and federal law. No facsimiles accepted.

Signature (Required)

What is your regular brand of cigarettes—that is, the brand you smoke most often?

Also available in 100's.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Lowest Kings: 1.0 mg "tar," 0.1 mg nicotine—100's: 2.0 mg "tar," 0.2 mg nicotine—Ultra Low: 4 mg "tar," 0.4 mg nicotine—Lights: 12 mg "tar," 0.9 mg nicotine—Kings: 17 mg "tar," 1.1 mg nicotine—100's: 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

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